

# Scan and Scale Your Business

Digimarc delivers convenience, choice and control for a modern retail environment

Remaining competitive today involves satisfying shopper expectations for flexible, easy checkout options. Retailers who can reduce long lines and promote a “quick-in, quick-out” shopping experience gain a significant edge on competitors.

Digimarc offers retailers a cost-effective, easy-to-implement technology that makes shopping easier and improves retail operations in all parts of the store. Digimarc Barcode is an advanced code for packaging, thermal labels, apparel hangtags, and more to ensure more reliable, efficient scanning for shoppers and associates.

#### **Benefits of Digimarc Technology:**

- Supports all store formats and sizes
- Reduces shrink and supports loss-prevention efforts
- Links your physical and digital stores to increase sales
- Helps improve inventory management accuracy
- Adds barcode data redundancy across packaging, providing a more reliable scan

# The New Retail Mandate

Shoppers have become accustomed to the ease of online shopping and now expect the same conveniences and product availability (“the endless shelf”) of the ecommerce experience. Retailers who make the brick-and-mortar experience easier and more enjoyable are in a better position to compete with international retailers and new players in the market.

## CHALLENGES INCLUDE:

- Long lines degrading customer satisfaction and impacting revenue
- Maintaining shopper loyalty for private-label products
- Online retailers entering brick-and-mortar business
- Inefficiencies in perimeter departments, such as damaged thermal labels
- Data inaccuracies impacting inventory management



## Damaged Fresh Food Labels Slow Checkout

The Harris Poll conducted a survey of 500 cashiers on behalf of Digimarc and found that torn, wrinkled or damaged labels can be difficult to scan, and this is impacting both retail operations and the customer experience.

### THE SURVEY FOUND:

**86%**

Agree customer lines get backed up when cashiers have difficulty scanning grocery products

**82%**

Agree customers get frustrated when items don't scan properly

**52%**

Say it takes at least 30 seconds on average to deal with a label scanning issue if the barcode can't be read



## Long Lines Damage Shopper Satisfaction & Reduce Revenue

A Forrester study of 1,000 consumers found that long lines are a factor in shoppers' decision to leave a store empty handed or even change where they shop.

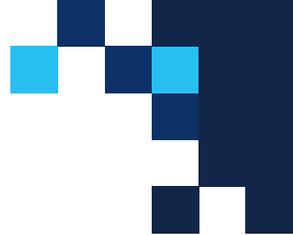
### RESULTS REVEALED:

**34%**

Of shoppers are very satisfied with the checkout experience

**39%**

Of shoppers admit to having left a store empty handed due to long lines



# Better Barcode, Better Business

Digimarc Barcode is an advanced code that is reliably and efficiently scanned by consumer phones, associate mobile devices and retail barcode scanners. It supports and enables our retail solutions:



## Smart Packaging

Easier checkout improves the customer experience and reduces cashier repetitive-motion injuries. Digimarc Barcode for Packaging ensures cashiers get a reliable and efficient scan without having to search for a traditional barcode.



## Thermal Labels

Research shows scanning issues are more common with fresh labels than with barcodes on product packaging. Digimarc Barcode for Thermal Labels makes scanning more reliable and efficient, which saves time, cuts operational costs and promotes accurate data in retail and logistic environments.



## Apparel Hangtags

The “endless shelf” is a significant challenge for retailers, because shoppers have high expectations for item availability, style recommendations and product details. Apparel hangtags enhanced with Digimarc Barcode allow customers to scan products in-store, linking them to ecommerce sites, as well as connecting store associates to the inventory management system.

### BENEFITS OF DIGIMARC BARCODE



Promote easy checkout with reliable and efficient product scanning



Link physical and digital stores for shoppers



Improve inventory management and planogram compliance



Reduce shrink by implementing dynamic pricing on fresh items



Enable cashierless, associate-assisted mobile checkout, traditional checkout and more

According to the University of Arkansas, Digimarc Barcode showed a **30% increase in IPM** (Items Scanned per Minute) compared to the visible UPC barcode<sup>1</sup>.

# The Technology Supporting Easy Shopping

Retailers can leverage Digimarc technology, including Digimarc Barcode and Digimarc Discover software, to help shoppers and retail associates reliably scan product packaging, apparel hangtags, retail displays, shelf-edge tags, virtually anything in the store.



**For Packaging, Shelf-Edge Tags, Thermal Labels, Apparel Hangtags and Print**

## **Digimarc Barcode**

- Imperceptible enhancement of packaging, printed materials and images
- Leverages patented digital watermarking, signal processing and color science
- Extensible data capacity for wide-ranging commercial purposes
- Activates images to launch interactive experiences and access web content

**For Retail Apps**

## **Digimarc Mobile SDK**

Powers apps with high-performing and robust mobile scanning of the most common barcodes in retail, including QR codes and the exclusive capability to scan Digimarc Barcode for product packaging, thermal labels, commercial print and audio.

**For Retail Barcode Scanners, Associate Mobile Devices and Inventory Management Robots**

## **Digimarc Embedded Systems SDK**

Enables retail barcode scanners, handheld scanners, associate mobile devices, inventory management robots and inspection systems to detect Digimarc Barcode. We partner with the industry's leading scanning manufacturers to make it easy to have your hardware read Digimarc Barcode.

**For Retail Scales**

## **Digimarc Label SDK**

Enables retail scales and thermal printers to generate Digimarc Barcode, an unobtrusive pattern of tiny dots that print dynamically and contain important data. We have relationships with all the major retail-scale manufacturers, so it's easy to enable your scales to print labels with Digimarc Barcode.

# Intuitive Computing Platform for Retail

Digimarc technology helps retailers of all store formats and sizes achieve digital scale fast and without the expensive infrastructure. The Digimarc Intuitive Computing Platform (ICP™) is a comprehensive set of technologies for identifying, discovering and interacting with digitally-enhanced media and objects. The ICP suite provides reliable, efficient identification that powers an ecosystem of applications.

## Applications

 Identification

 Discovery

## Digimarc Ecosystem

Digimarc has formed global alliances with many companies to enhance the power and reach of the Digimarc Intuitive Computing Platform, and work with our customers to seamlessly implement Digimarc technology.

Our global alliance partners include industry leaders in the following categories:

- Barcode scanner manufacturers
- Retail scales and thermal label printers
- Premedia agencies
- Printers and printing companies

### LEARN MORE

[digimarc.com/alliances](https://digimarc.com/alliances)



# How to Get Started with Digimarc

## 01 DISCOVER

**Establish Objectives:** Establish strategic objectives and key performance indicators to ensure maximum benefit for your business.

**Identify Assets and Data:** Identify all your store media and artwork (private-label packaging, hangtags, labels, signage, displays, circulars and more) you would like to enhance with Digimarc Barcode for auto identification and discovery.

## 02 DEFINE

**Frame Project:** Define project scope, milestones and identify all stakeholders essential for success including your consumer brand suppliers, your premedia and print suppliers and your systems integrators.

**Prepare Stores:** Verify your retail scanners and retail scale environment and equipment is ready and enabled to support Digimarc Barcode.

**Mobile First:** Assess your consumer and retail store mobile applications and consider using Digimarc Mobile software development kit (SDK) for your scanning engine.

## 03 DEPLOY

**Enable Stores:** Work with Digimarc, scanner and scale hardware manufacturers or systems integrators to add Digimarc software to your devices.

**Enhance and Produce:** Begin process of adding Digimarc Barcode to your identified media assets and artwork working with your production suppliers.

**Train Associates:** Leverage Digimarc's retail training kit and Digimarc Barcode integration guide to train associates on the benefits of Digimarc Barcode.



### Contact Us

If you have questions about getting started, please contact us: [info@digimarc.com](mailto:info@digimarc.com)  
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SCAN FRONT IMAGE  
TO SEE IT IN ACTION!

Digimarc Corporation (NASDAQ: DMRC) is a pioneer in the automatic identification of everyday objects such as product packaging and virtually any media, including print, images and audio. Based on the patented Intuitive Computing Platform (ICP™), Digimarc provides innovative and comprehensive automatic recognition technologies to simplify search and transform information discovery through unparalleled reliability, efficiency, and security.

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<sup>1</sup> Cashier Ergonomic Study by the University of Arkansas Exercise Research Center